

THE SECRET TO PROFIT AND TRUST:

AUDIO



radiocentre

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System1





"This is yet more beautiful data. The case for audio's effectiveness is unequivocal; in every market we've studied globally: **audio is the catalyst that makes your whole campaign work harder.**

For a relatively modest investment, it's an unfair advantage hiding in plain sight. It's the kind of evidence you cannot unhear."

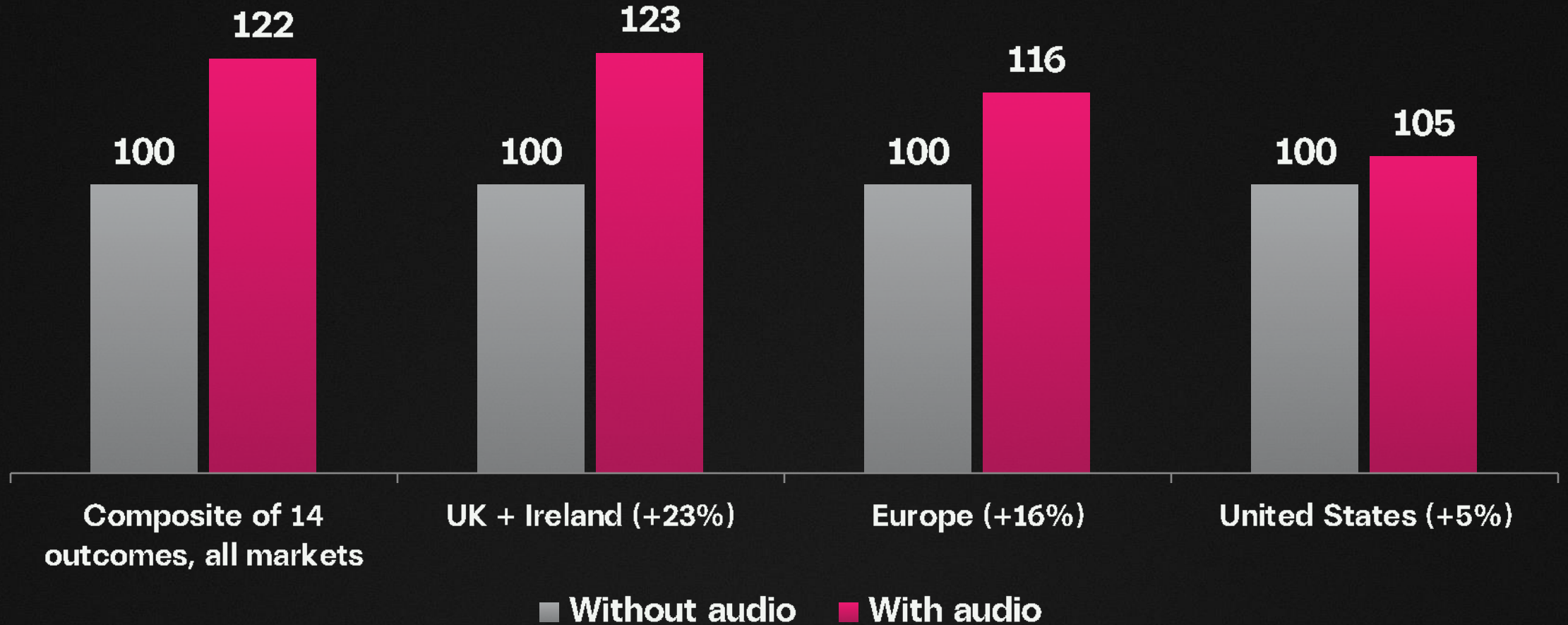


PROF. MARK RITSON

GLOBAL MARKETING CONSULTANT
& FOUNDER OF MINIMBA

Catalytic Effect of Audio

Audio lifts campaign outcomes in every market



Source: Effie x System1 Databank | composite of 14 commercial outcomes by market, indexed to no-audio = 100 | audio/no-audio: UK & Ireland 109/121, Europe 81/128, US 190/633 | 2007-2023 | Audio = Radio/Podcast coded field



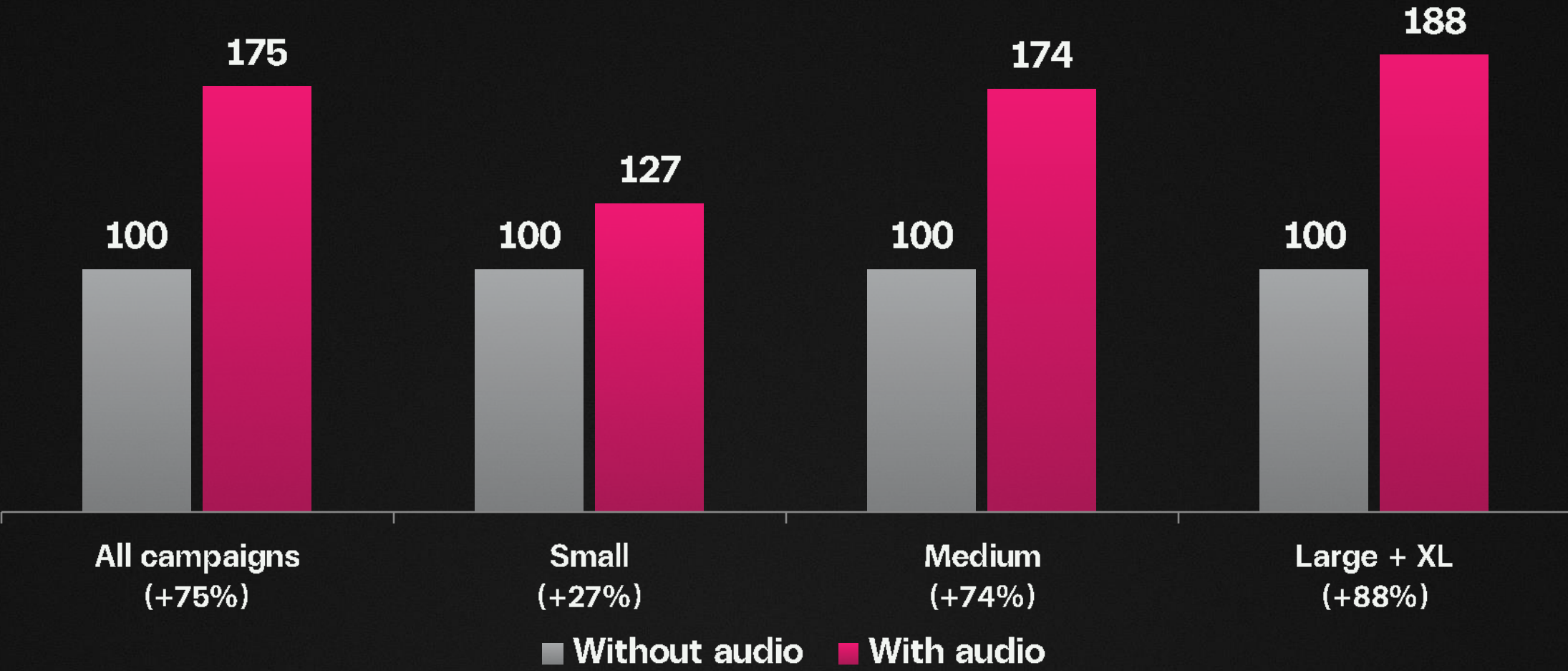
Catalytic Effect of Audio



Source: Effie x System1 Databank | % of campaigns achieving each outcome (Profit, Trust, Price Insensitivity, Acquisition) · Audio vs No-Audio, indexed to no-audio = 100 | n=1,262 (380 audio, 882 no-audio) | 2007-2023 | Audio = Radio/Podcast coded field



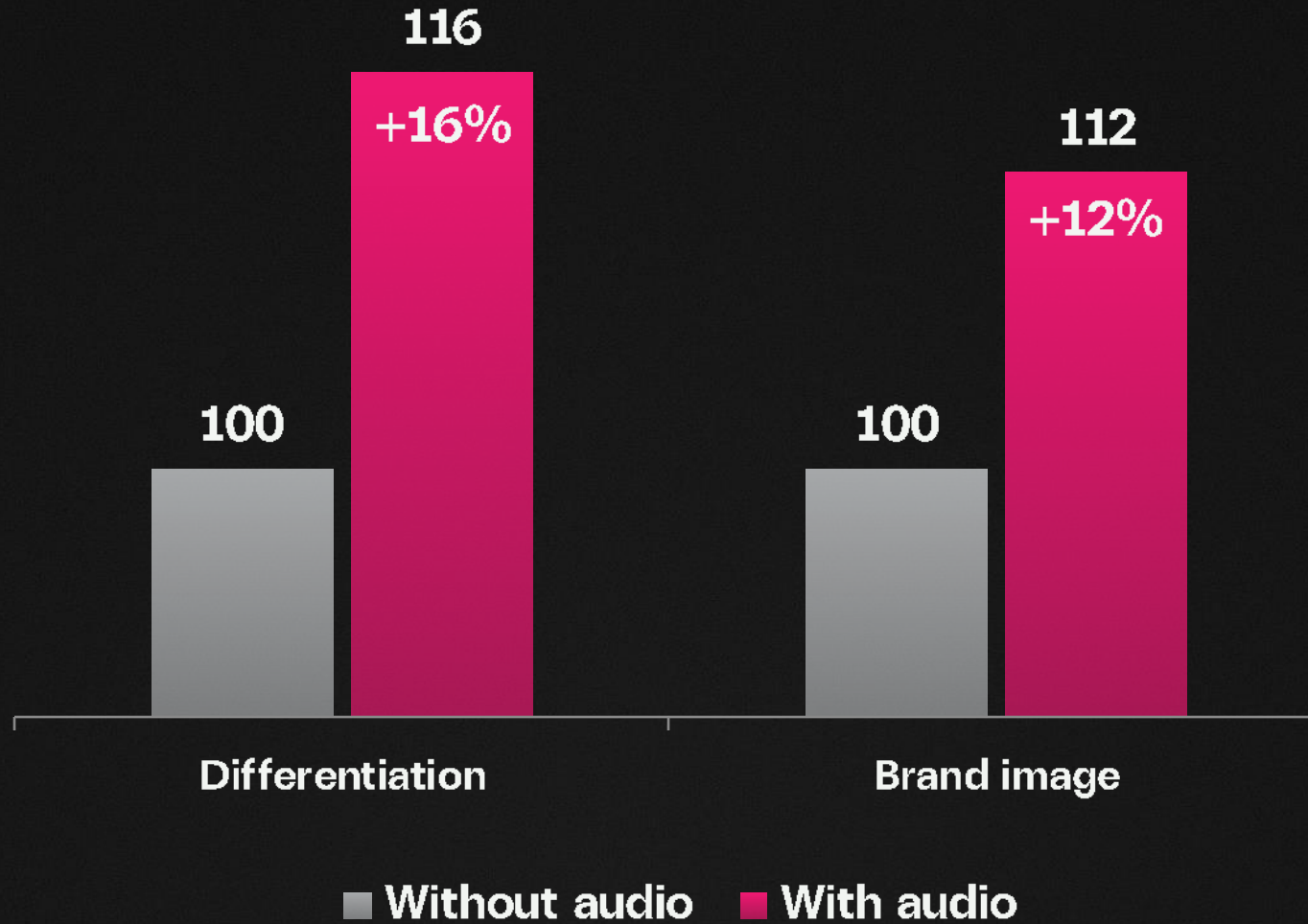
Audio's Profit Lift Scales With Spend



Source: Effie x System1 Databank | % of campaigns achieving Profit, by media spend band · Audio vs No-Audio, indexed to no-audio = 100 | audio/no-audio: Small 84/214, Medium 128/357, Large+XL 166/301 | 2007-2023 | Audio = Radio/Podcast coded field



Differentiation

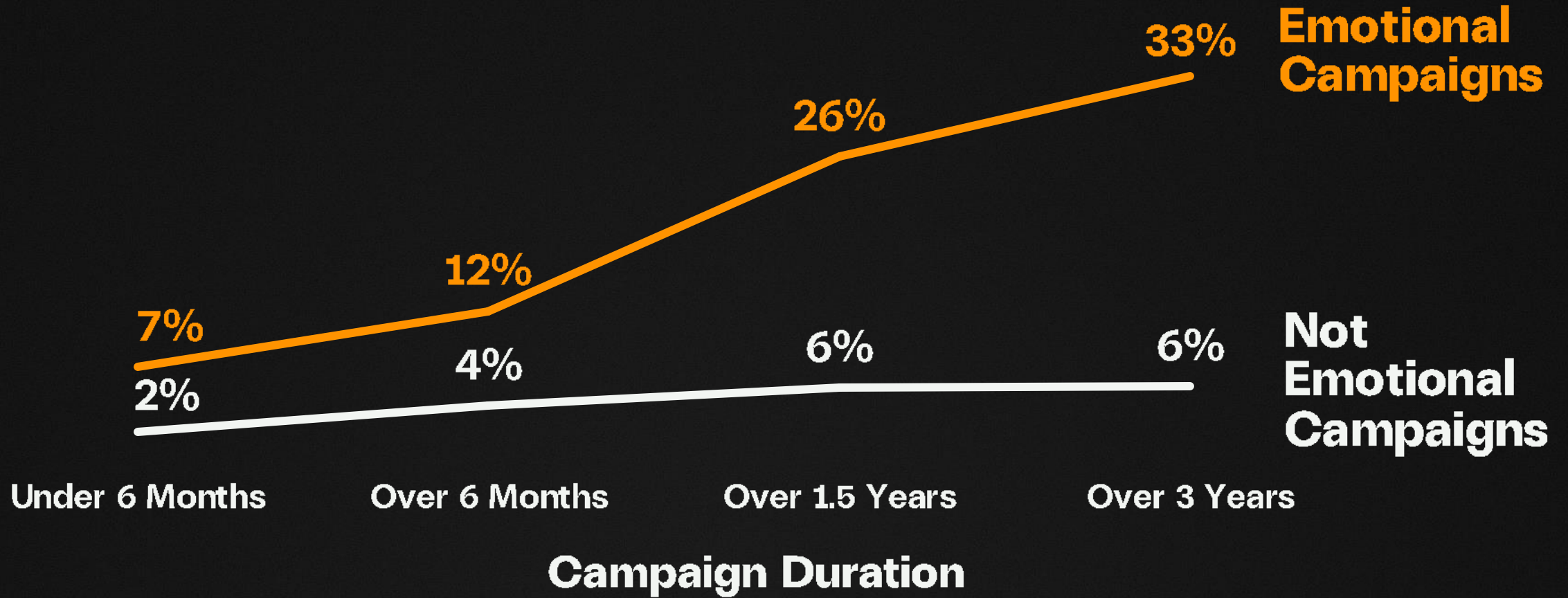


Source: Effie x System1 Databank | % of campaigns achieving each outcome (differentiation, brand image) · Audio vs No-Audio, indexed to no-audio = 100 | n=1,262 (380 audio, 882 no-audio) | 2007-2023 | Audio = Radio/Podcast coded field



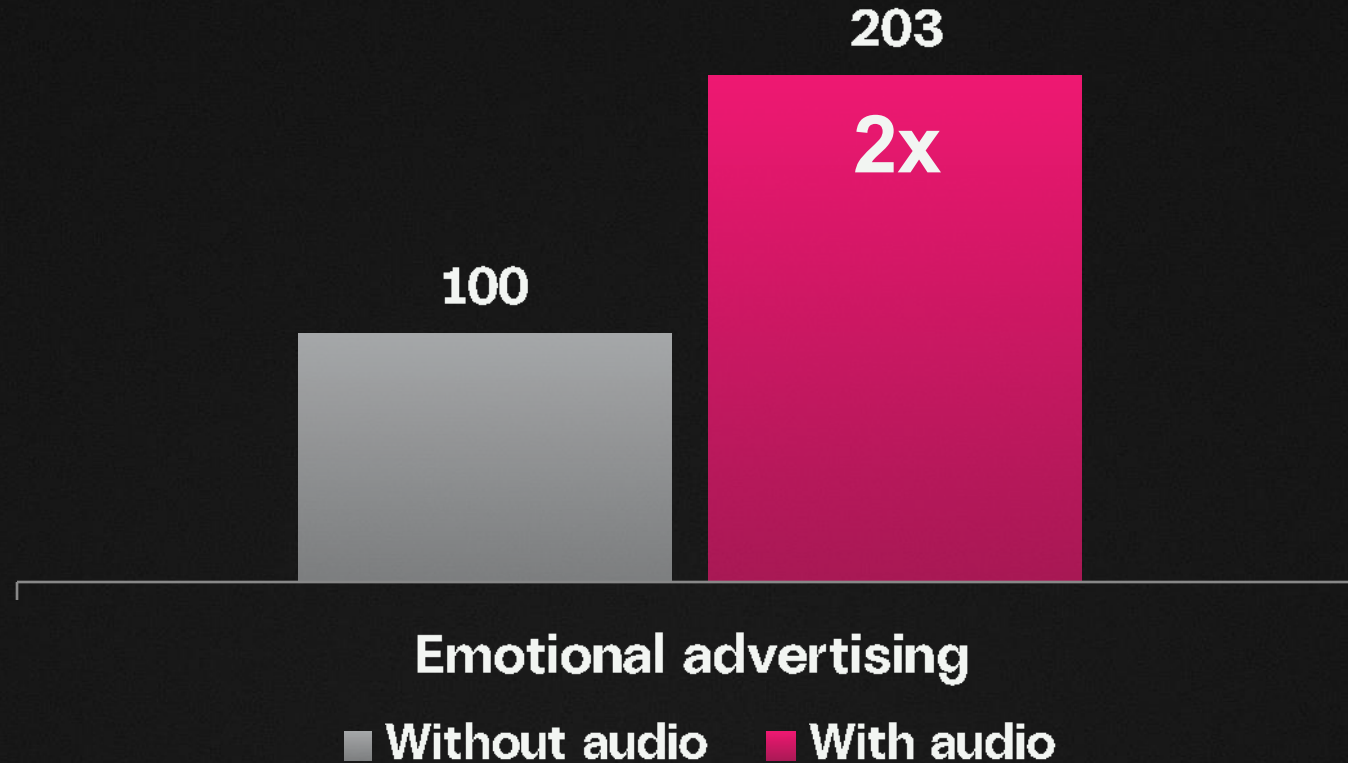
Emotional Delivery

% campaigns achieving incremental profit



Emotional Delivery

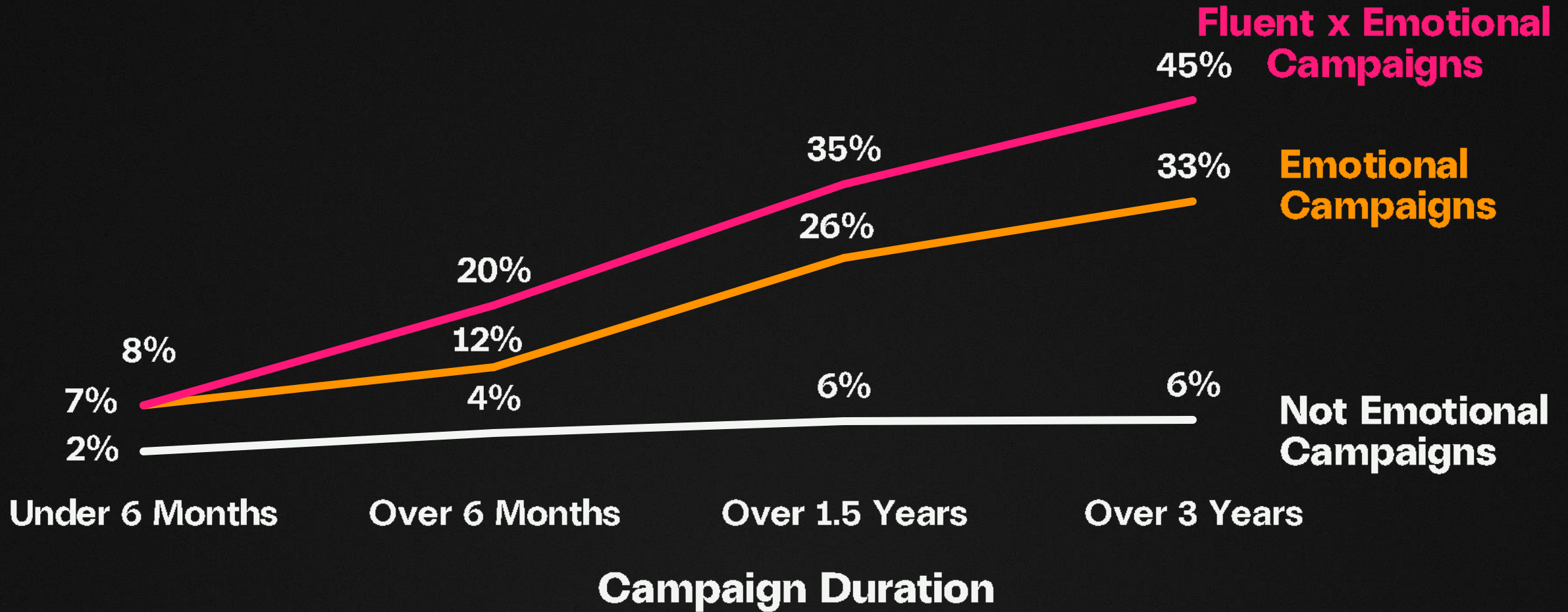
Audio doubles profit for emotional advertising



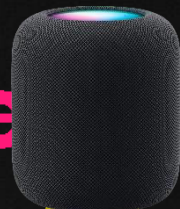
Source: Effie x System1 Databank | % of campaigns achieving Profit, by emotional quality tier · Audio vs No-Audio, indexed to no-audio = 100 | audio/no-audio: below category 103/253, above 71/204, well above 124/297 | 2007-2023 | Audio = Radio/Podcast coded field

Emotion x Fluency

% campaigns achieving incremental profit



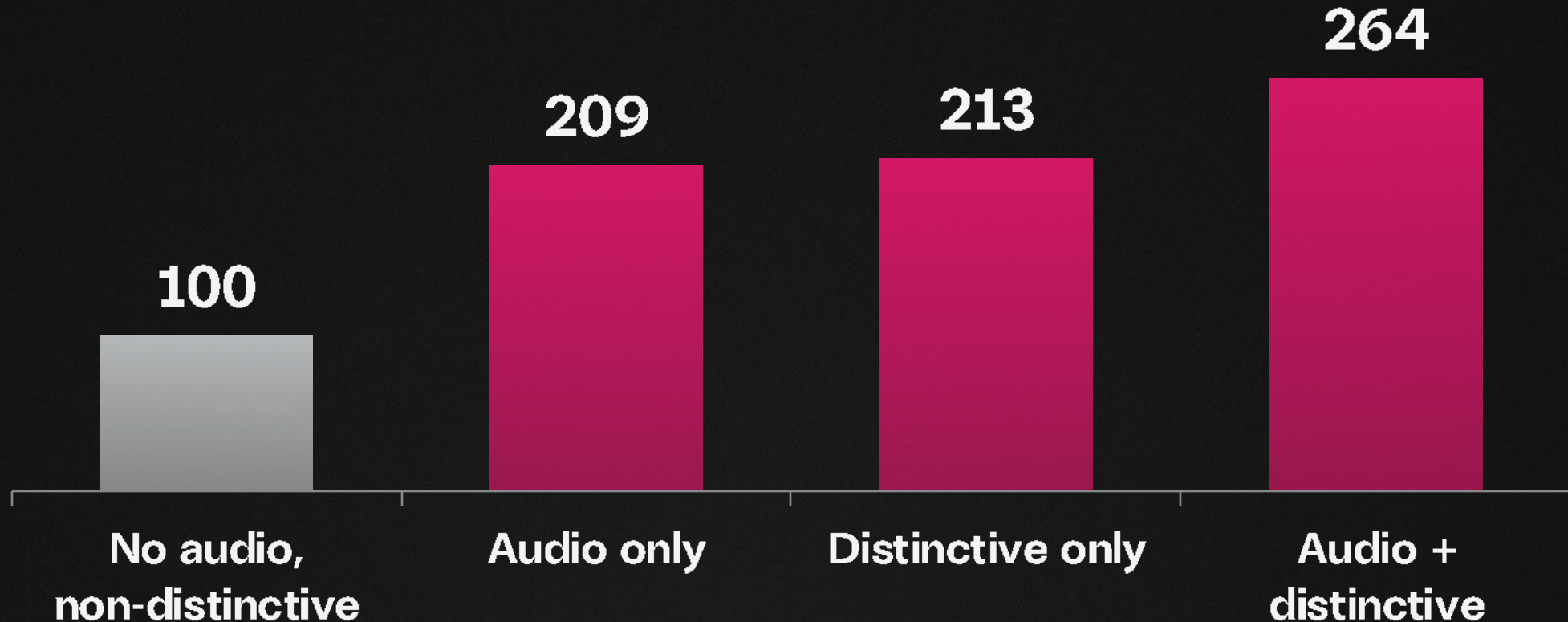
Fluency Depends on DBA Type



System1's global Test Your Ad database, 500 US and European ads coded for 7 different types of distinctive assets used. % of ads in top 25% for Final Fluency

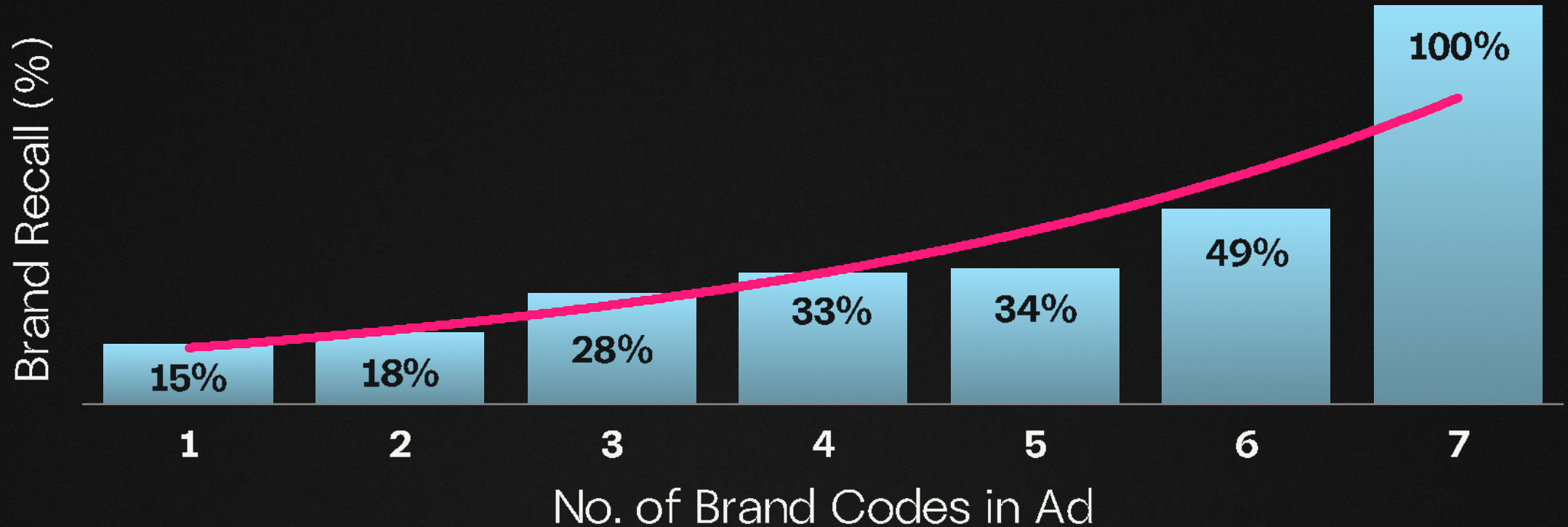
Audio x Codification

Audio and distinctive assets each roughly double profit, together they go furthest



Source: Effie x System1 Databank | % of campaigns achieving Profit, by audio x distinctiveness · Audio vs No-Audio, indexed to no-audio non-distinctive = 100 | n by cohort: no-audio non-distinctive 686, no-audio distinctive 196, audio non-distinctive 304, audio distinctive 76 | 2007-2023 | Audio = Radio/Podcast coded field

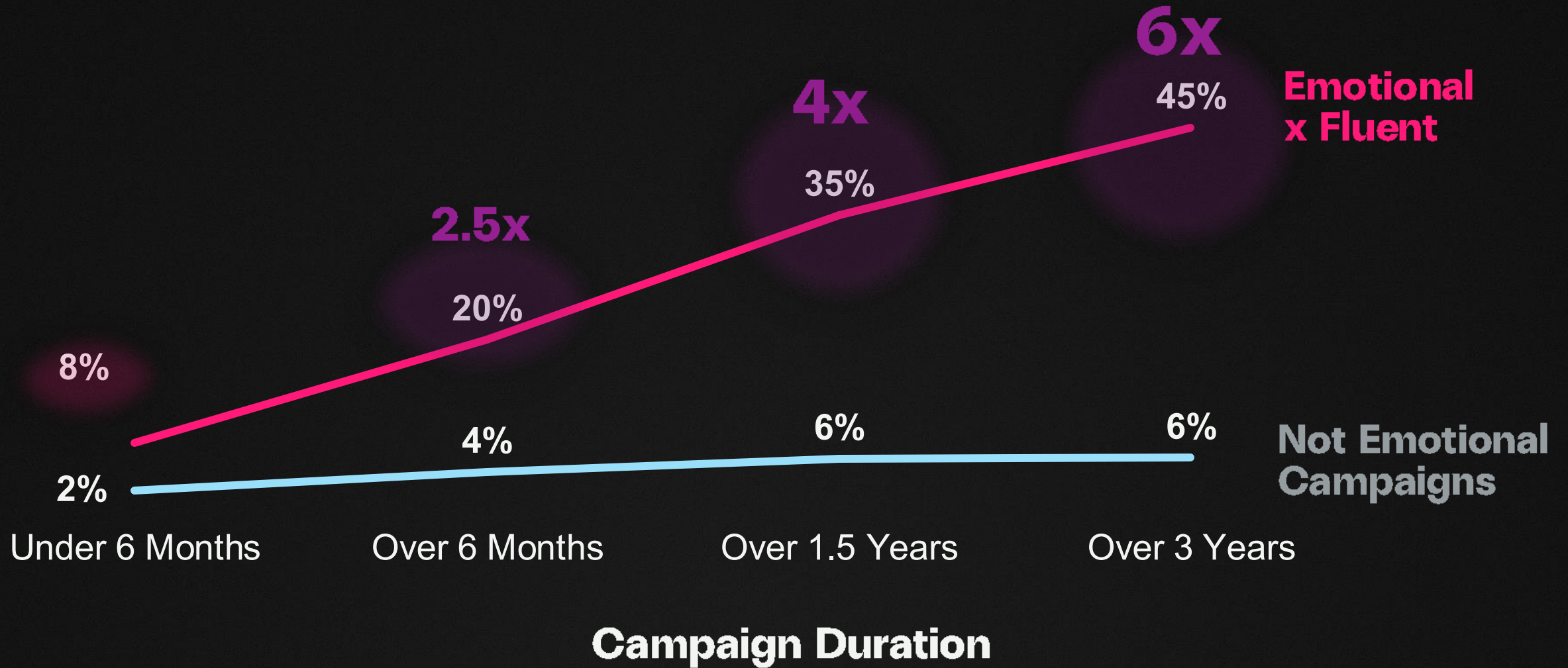
Fluency Depends on DBA Frequency



Within vertical quartiles: Top vs Bottom quartile Star Rating, with top quartile Fluency Rating. 1265 US, Europe, UK & Ireland campaigns between 2007-2023 from the Effie Case Library (2017-2023 program years). Ads tested with System1's Test Your Ad with 200,000+ Global Respondents.



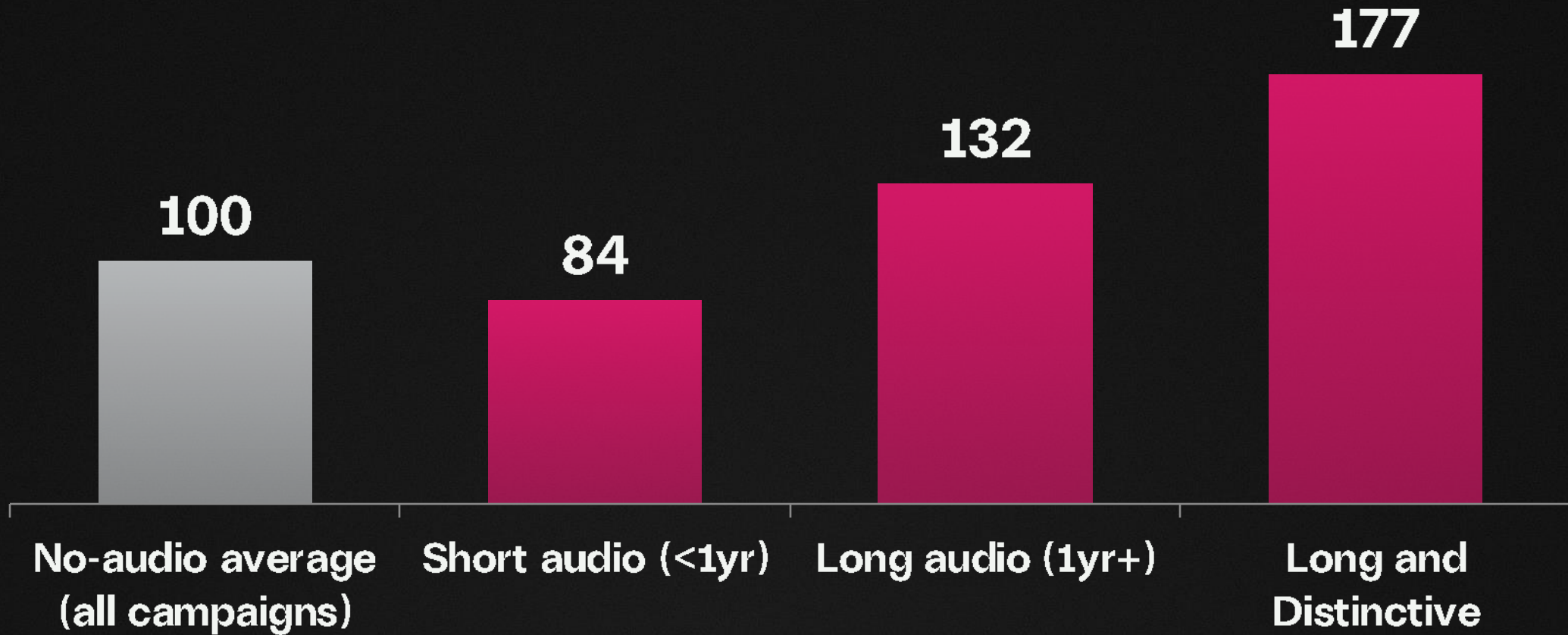
Emotion x Fluency x Time



Within vertical quartiles: Top vs Bottom quartile Star Rating, with top quartile Fluency Rating. 1265 US, Europe, UK & Ireland campaigns between 2007-2023 from the Effie Case Library (2017-2023 program years). Ads tested with System1's Test Your Ad with 200,000+ Global Respondents.



Emotion x Fluency x Time



Source: Effie x System1 Databank | % of campaigns achieving incremental Share Gain, by audio duration and distinctiveness - Audio vs No-Audio, indexed to no-audio = 100 | no-audio baseline 882; audio Short <1yr 260, Long 1yr+ 120, Long+Distinctive 25 (directional) | 2007-2023 | Audio = Radio/Podcast coded field



“Across the globe, the data consistently proves **emotional audio campaigns roughly double their profit**. Pair that emotion with distinctive sonic brand assets and run it consistently, and the effect compounds again. It’s simple, yet sound advice.”



ANDREW TINDALL
SYSTEM1 CHIEF GROWTH OFFICER

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